

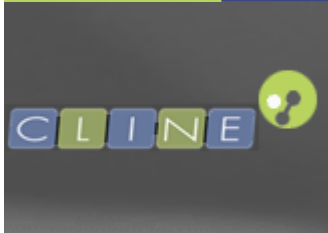
**Subject:** Cline's Diving Industry 4th Quarter 2017 Survey Results for william cline

**Date:** Tuesday, February 13, 2018 at 9:20:01 PM Central Standard Time

**From:** William Cline <research@clinegroup.net>

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Quick Facts:

● **On the whole, 39.7% of all the businesses responded that they expect their businesses to gross more in the 1st quarter of this year vs the same period last year.**

● **41.5% of Dive Retailers Forecast Sales for the 1st Quarter of 2018 will be above the same period in 2017.**

● **Showing more confidence, 48.2% of Dive Resorts and Sellers of Dive Travel are slightly more optimistic about the 1st Quarter of 2018 compared to 2017.**

● **Manufacturers are slightly less optimistic with regards to confidence in their 1st Quarter of 2018 as only 40.1% reported they anticipate gross revenues to be above last year for the same quarter.**

Cline Group, Creators of:

- » Scuba Diving Magazine
- » The Cline Diving Industry Studies
- » The Scuba Tour (now DEMA's GoDiveNow Pool)

## Cline's Diving Industry Survey Released

### Fourth Quarter 2017 Dive Business Survey

Cline's Quarterly Dive Industry Survey is in and a total of 240 dive business responded to the survey and indicated the following results:

1. Dive businesses saw, on average, a flat 1.7% increase in their gross revenues for the 4th Quarter of 2017 versus the same period in 2016.
2. New certifications were down a solid -10.5% for Retailers and Independent Instructors.
3. Retailers posted a -1.4% decrease in their gross revenues for the quarter.
4. Dive Travel Sales for retailers were also off, showing -3.4%.
5. Equipment sales were flat, as Retailers posted 0.6% increase in sales for the 4th quarter.
6. The two largest number of responses for retailers were 86.6% from the USA and 7.3% from Canada.
7. Dive travel companies posted a combined loss of -1.8% in their gross revenues for the 4th quarter (resorts, wholesalers/travel sellers & liveboards combined).
8. In contrast, dive manufacturers posted significant gain of 20.3% increase in their 4th quarter 2017 gross revenues compared to 2016 (22 responses)
9. Dive liveboards or charter boats posted a small loss of -.3%, however, only 9 responses were reported so the possible error rate is considerably high on this result. Of these respondents, 44.4% feel their 1st quarter 2018 gross revenues will be higher than the same time last year.
10. Companies from the USA and Canada, as a whole, posted 1.6% increase in their Gross Revenues in the 4th quarter. Furthermore, only 36.6% of this same group was optimistic that their 1st quarter 2018 revenues will be higher than 2017.
11. All other Companies from everywhere else in the world, other than USA and Canada, posted a 2.3% increase in their 4th quarter gross sales. Higher than the USA/Canada, 51.4% of this same group was optimistic that their 1st quarter 2018 revenues will be higher than 2017.
12. 83.2% of all respondents were the facility owner or manager.

The following Businesses Responded to this survey:

- Partial Past/Current Client List:
- » The Bahamas Tourism Board
  - » Bonaire's Tourism Board
  - » Barbados Tourism Board
  - » DeepBlu.com App/Social Media Website & COSMIQ Dive Computer Company
  - » DEMA's Scuba Pool
  - » Grenada's Tourist Board
  - » Sand Dollar Resort, Bonaire
  - » Stuart Cove's Dive Bahamas
  - » SEABOB/Cayago AG & USA
  - » The Bahamas Diving Association
  - » Hawaiian Islands Recreational Scuba Association (H.I.R.S.A.)

<b>Business Classification</b>	<b>Total Respondents</b>	<b>% of Whole</b>
Dive Retailers	82	45.8%
Independent Dive Instructors	19	10.6%
Dive Resort or Resort-Based Dive Operators, Wholesaler & Liveaboards	27	15.1%
Dive Related Manufacturers	22	12.3%
Other Industry Professionals	24	13.4%
Dive Related Media	2	1.1%
Dive Training Agency	3	1.7%
<b>Total Respondents</b>	<b>240</b>	<b>100%</b>

» Respondents were from these areas:

- 72.6% USA**
- 6.7% Canada**
- 7.3% Mexico, Central America & Caribbean**
- 5.0% South Pacific/Indo Pacific**
- 4.5% Europe**
- 1.7% South America**
- 0.6% Non-Tropical Asia**
- 1.7% Other Region**

» Dive Retailers and independent instructors from the USA reported their 4th Quarter 2017 as follows:

**Eastern/Atlantic Time Zones 36 reporting**  
**Gross Certs Travel Equipment**  
**-5.8% -21.6% -13.0% -2.3%**  
**Positive for 1st '18 Quarter Gross Increases: 36.1%**

**Central & Mountain Time Zones 32 reporting**  
**Gross Certs Travel Equipment**  
**0.1% -2.9% 5.6% 3.6%**  
**Positive for 1st '18 Quarter Gross Increases: 43.8%**

**Pacific Time Zones 16 reporting\***  
**Gross Certs Travel Equipment**  
**1.2% 0.6% 4.6% -3.1%**  
**Positive for 1st '18 Quarter Gross Increases: 37.5%**

\* The lower the number of responses for any reported segmentation analysis directly increases possible error rates in the data.

\*\* Low numbers reporting for any question in this survey should be viewed with caution due to the possible increase in error rates.

Dear william cline,

Thank you for reading this quarterly report! This marks the 16th year this study has been executed, and I appreciate the thousands of surveys you, as an industry, have completed over the years!

If you want to continue receiving these updates, no action is required on your part. However, if you want to be removed from this list, just click on the unsubscribe link at the bottom of this message. Thanks for subscribing to the diving industry's only independent diving research study. This quarterly email survey is sent out to the industry at no charge, in an attempt to disseminate diving research to our industry's professionals.

I hope you will read each one, send me questions or challenges. Thanks again for subscribing, and I look forward to hearing your comments from time-to-time.

Best Regards,  
 William Cline  
 President  
 Cline Group Inc.  
 Scuba Diving Specialists since 1990

The Diving Industry's Only Marketing, Advertising, Research and Consulting Firm with over 28 years of marketing diving worldwide. Visit us on line at <http://www.WilliamCline.com>

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